

ORDER



Orders
Order / Rev: 55718
Alt Order #: 08863461
Product Desc: NRCC IE 2012
Estimate: 3158
Flight Dates: 10/05/12 - 10/11/12
Original Date / Rev: 09/11/12 / 09/12/12
Order Type: CIA - O

KUCW-TV

Primary AE: Continental Washington DC
Sales Office: CNAT
Sales Region: National

Agency
Name: National Media Team
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: National Republican Congression
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/06/12	1	\$600.00	\$510.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	1	\$600.00	\$510.00	0.00
Totals	1	\$600.00	\$510.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KUCW-TV	2%	\$600.00
Market	100%	\$30,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	0%	\$0.00
KMYU	0%	\$0.00
KSL	17%	\$5,100.00
KSTU	37%	\$11,100.00
KTVX	8%	\$2,400.00
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	36%	\$10,800.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KUCW	10/06/12	10/06/12	Sa 1030p-12a	CM	1030p-12a	----- 1-	:30	1	\$600.00	P-1	3.30	NM	1	\$600.00
Sa 1030p-12a															
SAT NITE LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----- 1-			1			\$600.00		0.00			
Totals														1	\$600.00